

M. J. McHugh  
RBM #1200  
N.Y. Metro Region

April 28, 1997

To: Don Fitzgerald

Re: Chain Analysis - Private Label

Dear Don:

Below is the information you requested regarding chains with private label brands in our region. As you are aware, we don't have a large selection of chains to pick from so the quantities you requested by segment are not available in the New York Metro Region.

Chains with a competitive P.L.

<u>Chain Name</u>	<u>Chain I.D. #</u>	<u># Stores</u>	<u>Segment</u>
Pathmark	0522-00-00	148	SM

Chains with a Forsyth P.L.

<u>Chain Name</u>	<u>Chain I.D. #</u>	<u># Stores</u>	<u>Segment</u>
Shop Rite	Co-Op with different Chain I.D.'s must be accessed through primary wholesaler # 425769	186	SM
Quick Chek	0919-00-00	99	CN
Hess Mart	0353-03-xx	153	CN
Hess Co-Op	0353-02-xx	200	GS

51843 9880

Chain Analysis - Private Label

Chains with no P.L.

<u>Chain Name</u>	<u>Chain I.D. #</u>	<u># Stores</u>	<u>Segment</u>
A&P Corporate	0208-00-00	800	SM
A&P NY Metro	0208-01-xx	361	SM
Drug Fair	2608-00-00	26	DG
Duane Reade	1417-00-00	60	DG

If you have any questions, please give me a call.

Sincerely,

*Mike*

cc: M. A. Young

51843 9881